

WHAT IS CLAIMED IS:

1. An information processing apparatus for processing program content data and program information data associated with a television broadcast program received via receiving means, comprising

display control means for displaying information on display means on the basis of the program information data such that when a program includes a plurality of sub-programs, sub-program information associated with sub-programs is displayed on the display means;

processing means for performing a specified process on sub-program content data of a sub-program included in the program content data received by the receiving means; and

timer-controlled automatic operation setting means for specifying a sub-program indicated by the sub-program information displayed on the display means and setting timer-controlled automatic operation for the specified sub-program such that the specified process is to be performed on the specified sub-program at a specified time.

2. An information processing apparatus according to claim 1, wherein the particular process is displaying or recording of the sub-program content data.

3. An information processing apparatus according to claim 1, wherein the display control means has a first mode in which the program information is displayed but the sub-program information is not displayed and a second mode in which sub-program information is displayed together with program information, the display control means being capable of switching the displaying mode between the first mode and the second mode.

4. An information processing apparatus according to claim 3, wherein in the first mode, the display control means displays the program information data in the form of a program table on the display means and further displays, in the program table, a mark indicating that the program includes a plurality of sub-programs.

5. An information processing apparatus according to claim 4, wherein if a sub-program is set to be subjected to a timer-controlled automatic operation by the timer-controlled automatic operation setting means, the display control means changes the form of displaying the mark.

6. An information processing apparatus according to claim 4, wherein the display control means switches the mode of displaying information from the first mode to the second

mode in response to manual clicking on the mark.

7. An information processing apparatus for receiving television broadcast program data and processing it, comprising

acquisition means for, when program data including a plurality of sub-program data is received as the television broadcast program data, acquiring sub-program data including at least one of video data, audio data, and text data and also acquiring information associated with sub-programs from the received program data; and

display means for displaying a screen on the basis of the sub-program information acquired by the acquisition means in such a manner that each of sub-programs is colored in accordance with a genre of the sub-program determined on the basis of the sub-program information.

8. An information processing apparatus according to claim 7, further comprising

processing means for performing a specified process on sub-program data acquired by the acquisition means; and

timer-controlled automatic operation setting means for setting timer-controlled automatic operation for a sub-program specified on the screen displayed on the display means such that the specified process is to be performed on

the specified sub-program at a specified time.

9. An information processing apparatus according to claim 8, further comprising designation means for, on the screen displayed on the display means, designating a sub-program to be set to be viewed and/or recorded in a timer-controlled automatic operation mode,

wherein the timer-controlled automatic operation setting means controls the processing means such that the specified process is performed on the sub-program designated by the designation means at the specified time.

10. A television program broadcast system including a television program broadcast station and a television receiver, wherein the television receiver has a capability of functioning as an information processing apparatus according to claim 1.

11. An information processing method for processing television broadcast program content data and program information data associated with a program received in a receiving step, comprising

a display control step for displaying information on display means on the basis of the program information data such that when a program includes a plurality of sub-

programs, sub-program information associated with sub-programs is displayed on the display means;

a processing step for performing a specified process on sub-program content data of a sub-program included in the program content data received in the receiving step; and

a timer-controlled automatic process setting step for specifying a sub-program indicated by the sub-program information displayed on the display means and setting timer-controlled automatic operation for the specified sub-program such that the specified process is to be performed on the specified sub-program at a specified time.

12. An information processing method for receiving television broadcast program data and processing it, comprising

an acquisition step for, when program data including a plurality of sub-program data is received as the television broadcast program data, acquiring sub-program data including at least one of video data, audio data, and text data and also acquiring information associated with sub-programs from the received program data; and

a displaying step for displaying a screen on the basis of the sub-program information acquired in the acquisition step in such a manner that each of sub-programs is colored in accordance with a genre of the sub-program determined on

the basis of the sub-program information.

13. A computer-readable storage medium on which a program for causing a computer to execute steps of an information processing method according to claim 11 is stored.

14. A program for causing a computer to execute steps of an information processing method according to claim 11.